



Beautification Committee Minutes

December 8, 2015, Tewksbury Public Library 300 Chandler Street 6:00PM

Members Present: Jackie Stone, Francesca Frazier, Nancy Gentile, Mark Kratman,
Non Member: Karen Cintolo

Meeting Called to Order at 6:15PM

Discussion as to resignation of 2 committee members - Douglas Sears and Dan Elliman

Since Dan has not officially resigned, Mark agreed to notify him through the Selectman's Office as to the necessity of forwarding a signed resignation letter so that the vacancies could be advertised.

The date for the next Spring Cleanup will be Saturday, May 14th, 2016.

A discussion was held regarding the \$3,400 allocated by Town Meeting for the Adopt An Island Program. Since only approximately \$400 has been spent in that area, there is a need to draft language so the funding wording is less specific and may be used in a more general fashion. The committee now has to solicit donations for any needs and could use those funds in other ways after wording changes. Jackie agreed to request from the Town Manager the original language so we could address the wording.

Upon inception, The Beautification Committee was "Charged" with 11 goals by the town and a copy of that document was handed out by Jackie. She suggested that we read and revisit each goal to keep our mission in mind.

Jackie asked that a few members be willing to attend the Town Center Planning Committee meeting since that geographic area is one of our goals (#6). The plans are approaching finalization and we should be aware of our role. Mark suggested that we might need to question the maintenance and watering of any new town center areas since upkeep is so important. Jackie agreed to give BC committee members notice of the Town Center Committee Meeting date when posted and Francesca has an interest in attending.

Another discussion as to watering of beautification areas (Adopt an Island, etc) ensued. Mark assures us that accessing water to use the School Department Watering truck is not an issue.

A campaign to encourage town businesses to support "Adopt An Island" as a means to both beautify the town as well as advertise their support using signs was brought forth. The idea of a letter writing campaign was discussed requesting this participation. Also, as a committee, we might want to offer a list of town landscaping services that could be hired by those wishing to adopt an area but not do the work themselves. This would provide jobs, advertising, a tax write off and good will among town individuals and businesses. Reaching out to potential landscapers would be needed in order to be presented on this list. The idea of "before" pictures along with the locations of Adopt An Island could be included in this mailing.

The Committee needs to reach out to the town's students (Goal #4) and the idea of involving the student representative on the School Committee was suggested. Discussions of Eagle Scout projects was also brought up and a suggestion was made that we attend a meeting of each to present our goals and ideas for youth involvement.

A suggestion to have social media involved (Facebook, etc.) to support the Beautification Committee actions - e.g. before and after pictures, events, supporters, etc. might be a good option for the future. Social Media might garner us more support than we have the benefit of presently. The committee also needs someone to monitor incoming emails and respond in a consistent and timely fashion. No volunteers.

Karen asked who should be notified in order to get information on the "swale" areas planted in the spring of 2015. Cleanup and upkeep would require some guidance as to plantings and weeding areas. Jackie mentioned Kyle Boyd's name as a contact person and she agreed to notify him in the early spring.

The meeting was adjourned at 7:40PM.

No documents were distributed at this meeting.

Respectfully submitted, Paige Impink, Secretary _____ February 1, 2016 _____
Minutes transcribed by Karen Cintolo